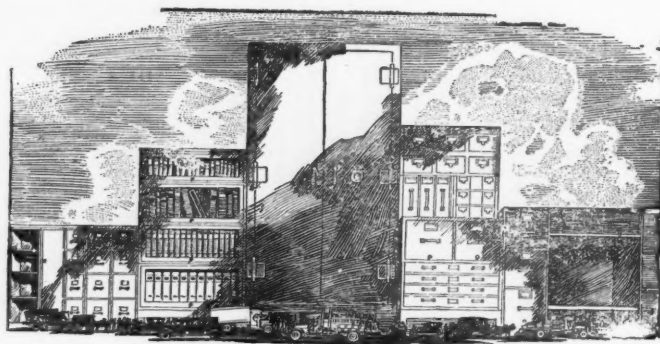


DALLAS

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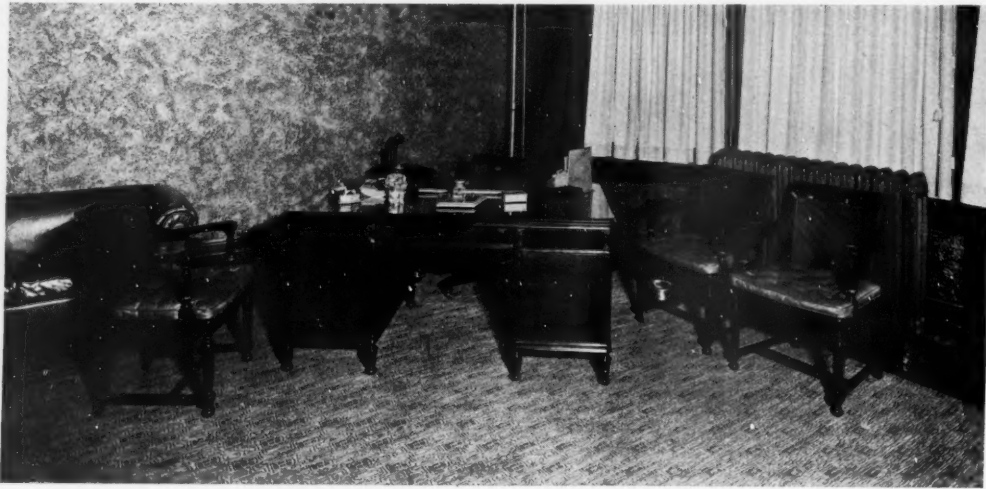
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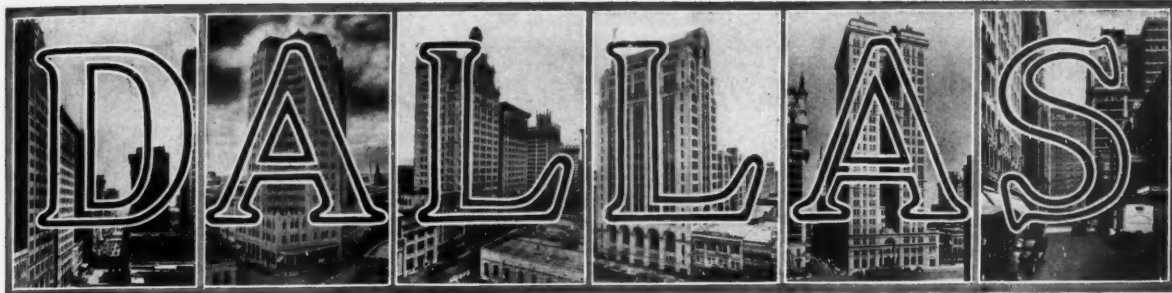
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COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 6

April, 1927

No. 4

Cradling the Dallas Spirit

How Women Keep the Wheels of Progress Turning

BY BETTY M. TRIBLE

POPULAR among the ancients was a saying that you could not gild the lily or perfume the rose. Inasmuch as the lily and the rose represented the high lights in the flowery kingdom of the ancients, so do the women's clubs represent the highest ideals in the civic life of Dallas.

As a government is no greater than its people, so a city cannot be greater than its women. We fain would dip our humble pen in inspired ink that we might do them justice in this little narrative. It is well known that a city that occupies the attention of the reading public has attained much of its prestige through its women's clubs.

Dallas, a city of clubs, has not been clubbed to death, but rather clubbed into activity through the women's organizations. Even the Chamber of Commerce, which out-dad the city dads themselves in catering to and promoting projects that contribute to its well-being, may never sit back again, with hands folded over an expanse of shirt bosom, and view a womanless empire. Their kingdom has been invaded by a Housewives' Chamber of Commerce, presided over by women, who a few short years ago, pursued these big boys with wash rags, nail files and toothbrushes. And if these aforementioned boys think they have been emancipated from petticoat government, they have yet to deal with the selfsame cleansing and polishing problem



HOUSEWIFE OR BUSINESS WOMAN?

that will always be relegated to the hand that rocked the cradle.

The men are out for big business and they get it, but it is in a measure due to the urging and prodding of the club women, who tactfully outline their needs, and applaud their efforts at the right minute.

The dear boys, gazing on the accomplishments, never dream but they did it all themselves. All honor to the men in charge, and all honor to the little urge in petticoats who keep them on the job.

There are eighty-nine federated clubs in Dallas, either educational or social in nature; some were born of the need of self expression, some just happened, others were started with a group of persons of like tastes, either religious or political.

Over the latter group let the mantle of charity fall lightly, as there is no

medium of discussion in religion or politics for either sex. They are either "fur or agin", and that ends it. However, there can be no greater tablet erected to women in politics than the men whom they have reared, loved and influenced, who work along the lines of the best interests of humanity.

The club work which is functioning best is the teamwork of the clubs united on a subject that weaves itself directly around the school and the home. Under this class are the seventy clubs affiliated with the Mothers' Council. It does not take a prophet to make the statement that the field

(Continued on page 14)

How Women Built A Skyline

City Federation of Women's Clubs Has Done Much for Dallas

BY MAMIE FOLSOM WYNNE



DALLAS, one of the first of Texas cities to win a reputation as a center for groups of women banded together in cultural pursuits, was also one of the first cities to found a Federation of Women's Clubs.

In response to a call issued by a few leaders, representatives of less



MRS. MAMIE FOLSOM WYNNE

than a dozen organizations met, a little more than twenty years ago, for the avowed purpose of creating a public library. Mrs. Henry Exall, president of the Dallas Shakespeare Clubs, one of the oldest study groups in the Southwest, was elected first president.

At that time, Andrew Carnegie, the Scotch financier and public benefactor, was engaged in helping to offer the advantages of free reading to all the people. His method comprised a generous gift to any city of a certain population, this to be supplemented by local gifts, and the maintenance to be assured by the city authorities.

The problem of raising thousands of dollars to match the Carnegie gift stimulated, rather than discouraged, the Dallas women whose pride in their community led them to undertake their stupendous task. The club groups represented "home body" women, those dependent upon an allowance from their husbands, and of a type unaccustomed to conducting campaigns on a large scale.

For the Future

THE result of their efforts may be seen in the Dallas Public Library which stands as a memorial to woman's wit and perseverance. No one thing could mean more, nor has meant more, to the educational and cultural atmosphere of Dallas. And nothing of accomplishment on the part of Dallas women is of more last-

ing good to the present and future generations.

While our city fathers a decade ago busied themselves in developing Dallas as a railroad terminus, a manufacturing center, and a market for practically every type of commerce, the "city mothers" were quite as zealous in making Dallas a better community in which to rear children, care for the underprivileged and unfortunate, and to create an atmosphere of culture and charm.

Civic improvements became the theme of Federation meetings, and, under the splendid leadership of some of our most accomplished and efficient women, the influence of its activities made itself felt in many ways. It was not long until men about to undertake some important project for the general good felt it helpful to "feel out the sentiment of the women." And, on the other hand, the club workers relied firmly upon the encouragement and support of the men in their undertakings. Gradually a sense of civic responsibility, a sharing of the duties and privileges of citizenship, imbued both men and women working amicably and enthusiastically together.

The City Federation of Women's Clubs inaugurated many needed improvements. The first police matron officially appointed in Dallas was the result of concerted effort on the part of these women. The first playground apparatus ever purchased in Dallas was paid for by money raised by the Federation. This organization also sponsored the establishment of an institution for delinquent girls at Elam, out of which grew the Training School for Girls at Gainesville.

A Police Matron

THE policy of the Federation has been, from the outset, not to hold any public improvement within its own jurisdiction, but to show how it might be achieved and set in running order and then to turn the responsibility over to the city government. Out of the appointment of a police matron has come the definite inclusion of such a woman in the civic budget; out of the one limited playground grew the splendid municipal park and playground administration we have today.

While intent upon their own affairs, the City Federation was quick to respond to any appeal and to act in emergencies. When a large part of Dallas suffered from floods occasioned by the unexpected rise of the Trinity River, the club women opened a downtown relief bureau, where, assisted by men and women volunteer workers, they conducted a campaign of succor to hundreds of unfortunate families, giving them food, shelter, clothing, and a vision of hope for the future. The City Federation contributed generously to storm-swept Galveston. When a fire destroyed

the library at Huntsville prison, the City Federation sent 5,000 books to replace those lost in the flames.

The most sublime example of faith is contained in the parable of "the loaves and fishes," in which a few items were expanded into physical blessings sufficient to feed multitudes. With no impiety, one may compare the accomplishments of the City Federation to this great lesson of confidence in a Supreme Being. For many years, the member clubs of the Federation paid only one dollar a year as dues. When this aggregated at most less than \$25 per annum, one is naturally puzzled at first to learn how benefactions necessitating the expenditure of thousands of dollars were made possible.

First "Tag Day"

DALLAS, "first" in many progressive ideas, was the first city to establish "Tag Day". Once a year, in early spring, the City Federation workers rose up early and remained up late. Wearing her best smiles, a badge of identification, and carrying a tin coffee can, sealed, with a narrow slit in the top, and a bright cambric bag of printed tags, each worker took her stand on a street corner and offered every man, woman and child an opportunity to contribute to a fund, every cent of which was accounted for in good works for Dallas.

The money came in pennies, nickels, dimes and dollars. Honor tags



MRS. W. P. ZUMWALT

brought as much as \$5. No sum was refused, and no change was given. The women who stood stanchly at their posts from morning until twilight, often without the promised relief at noontime, were not only good soldiers but heroes. Many of them were unaccustomed to any sort of public appearance; they shrank timidly from the ordeal of public solici-

tation; their husbands and families protested on the grounds of health and delicacy; many of them paid for their day's exposure in spring rains and unexpected "northers" with a variety of illnesses. But every year found the Federation planning for "tag day" with undiminished courage and with constantly increasing lists of volunteer workers.

Tag Day often brought as much as \$5,000 into the Federation treasury. It also brought a sense of team-work and co-operation to those participating that more richly rewarded them for their work. Tag Day money helped support "free milk stations"; it aided in supporting "day nurseries" where working mothers could leave their children all day, assured that they would be carefully tended and fed.

A Christmas Fund

TAG DAY made possible the carrying on of "The Empty Stocking Fund," a movement originating in the City Federation for the extending of Christmas Cheer to thousands of Dallas children, and one which has been widely copied by other cities throughout the country. And not only did the Federation give generously to the fund, but members volunteered to give several weeks of the holiday season to this form of altruistic service to the community. What though the workers in "The Empty Stocking Crusade" let their own Christmas plans go by board, and wake up on Christmas morning worn out in body and mind? The women gave not only their time but their interest in order that childish hearts might know no disappointment on the day of days in the year.

The City Federation inaugurated the municipal Christmas Tree, selecting for the first celebration a beautiful growing tree, which was decorated by a group of women, and about which other club workers gathered on Christmas Eve to sing carols and to spread the gospel of good-fellowship for all Dallas.

On one occasion, the City Federation set up a tree in Fair Park Coliseum, decorated it with Christmas symbols, arranged a program with the appearance of Santa Claus as the climax, and distributed candies and fruits to thousands of boys and girls, who literally stormed the stage at the sight of the goodies.

The staging of municipal Christmas trees has been taken over by the Dallas Welfare department, but the City Federation is still the loyal sponsor for the movement, and each year workers from the organization prepare the gifts, while others arrange inspiring programs in the form of music and plays.

Supplementing the "tag day" funds were monies raised by the ingenuity of Federation women in other ways. One such occasion took the form of a fete in the Adolphus Hotel, under the direction of Mrs. Charles Tidwell Phelan, president at the time. This Mardi Gras on a limited scale brought the city officials and representative business men into delightful contact with the club women, and was the beginning of many co-operative affairs



MRS. E. L. BALE

which developed a finer understanding of a citizenship in which both sexes have representation and responsibility.

Work with Chamber

DURING Mrs. Phelan's administration, Federation meetings were held in the Chamber of Commerce building. Its officials were often invited to address the organization or to act in advisory capacity on projected measures. During this period, the Federation assumed the direction of a canteen for the benefit of soldier camps in and around Dallas. No city boasted a more loyal and efficient corps of workers in this activity. The women not only prepared dainties at home to be served to the thousands of men in training here, but they supervised a program of wholesome amusement which went on from 9 o'clock in the morning until 11 o'clock at night.

An outstanding achievement of Mrs. E. P. Turner's administration was the establishment of the Federation Recreation Camp at Bachman's, a work which met with sympathetic approval on the part of the officials and business men of Dallas. A grant of land was given by the city officials, and generous contributions from interested business men made possible the erection of several simple frame and screened buildings, on the shore of the reservoir. Boats were given and recreational facilities donated for the benefit of Dallas girls and women whose form of employment made a vacation during the heated term a dream rather than a reality.

A year ago, the City Federation continued its policy of passing on a meritorious undertaking to the management of some other institution, and the camp was turned over to the Young Women's Christian Association, thus insuring the continuance of its policy on the broadest and most helpful lines.

Aiding Children

THE Child Guidance Clinic, one of the most important health and mental agencies in Dallas, was made possible by the unceasing work of Mrs. W. P. Zumwalt, during her term of office as president of the Federation. Such agencies are found only in the more important and progressive

American cities. The bringing to Dallas of this agency for child analysis is but one of the reasons for pride and satisfaction on the part of Federation workers.

The City Federation operated a down-town nursery during December for two years. This was of incalculable benefit to mothers compelled to take their children on holiday shopping tours. In co-operation with the Park Board, the Federation conducted an essay contest on "Why Protect Park and Playground Property?" among Dallas school children, awarding six medals on Federation Day, long observed on March 2, the unforgettable date of the achieving of Texas Independence.

During Mrs. Zumwalt's term of office, the City Federation took the lead in forming a local branch of the State Legislative Council. Mrs. Zumwalt has served continually as chairman of this group, creating an effective liaison between club women and Texas lawmakers.

The Community Chest

THE plan to establish the Dallas Community Chest found its initial illumination before a meeting of the City Federation in 1923, when the organization became a beneficiary for the support of the Recreation Camp, and enlisted teams of 120 workers for the Community Chest Drive. The woman's division was led by a Federation woman, Mrs. S. C. Kile.

In connection with a display of Dallas manufacturers engaged in the home-building industry, the City Federation built a replica of John Howard Payne's "Home, Sweet Home," which proved one of the most unique booths arranged in Gardner Park. Federation workers also assisted in arranging programs of entertainment for the week.

One of the most important civic enterprises in which the Federation has been engaged for the past seven years is an annual "City Beautification Contest," inaugurated by the federated clubs in co-operation with a Dallas newspaper. The work of listing thousands of homes is an annual job of scores of club women serving under a general chairman. Prizes at first took the form of useful articles presented to the solicitation committee by the public-spirited men and women. As the scope of the movement grew in interest and importance, however, cash prizes were substituted, and an additional incentive offered home-makers in the form of "Honor Awards," bronze placards to be set up on the lawns of the winners.

Continued to Grow

DURING the years of unceasing civic interest, the City Federation grew in membership and influence. In 1924, an appeal from a division of the Dallas Chamber of Commerce to the City Federation to aid in creating a wider distribution of Dallas-made goods met with an instant and hearty response. Going at the job with its characteristic energy, the City Federation undertook to stage the largest "Made in Dallas" banquet ever held

(Continued on page 15)

Women in the Professions

The Feminine Touch is Now in Every Phase of Life

BY ALLENA DUFF

BETTER Business Women for a Better Business World" is the slogan of the National Association of Business and Professional Women's clubs, the Dallas branch of which is one of the largest and most active in the United States.

"We have ever before us the object of benefiting the coming generation of business women by our efforts in blazing a trail that will make their work less arduous and their conditions of work more favorable," said Miss Kate McKay, president of the Dallas chapter.

The Dallas club was organized in the summer of 1921 at the suggestion of Miss Grace M. Whiting, past general secretary of the Young Women's Christian Association. Twelve business women, representing as many professions, formed the charter membership. Dr. May Agnes Hopkins, who is now vice president of the National Association of Women Physicians, was the first president of the club, which met regularly until 1917, when all of the members took up war work in some form. The work of Dr. Hopkins, the organizing president, during the War is especially noteworthy, she having gone to France for special service.

The object of the club has always been to bring into closer relationship women of the different professions and vocations, and, by precept and example, to assist the coming business women to attain a creditable position in the world of business. The club maintains an educational loan fund and numerous young women have been assisted in attending college, high school and business college through the fund. At present three girls are using the fund, one of whom has recently finished a business course, secured a position and partly repaid her loan.

According to Miss McKay, the club is constantly seeking information relative to the opportunities Dallas has to offer along educational, artistic, welfare, health, amusement, vocational and other lines to business women.

The compilation of a list of women in gainful occupations in Dallas recently is one of the outstanding things the club has done for Dallas. The report of the committee showed that approximately 15,000 women are engaged in gainful occupations, professions and trades in Dallas, the varieties of the occupations, professions and trades numbering 125.

The largest number of women listed under any one occupation is 2329, the occupation being that of stenographer. There are 2510 clerks, 1193 salesladies, 380 bookkeepers, 315 cashiers, 622 nurses, 895 school teachers, 371 seamstresses, 162 dressmakers and



MISS KATE MCKAY

295 milliners. Five hundred and seventy-two of these women are managing businesses of their own and 3413 are married.

Scanning the list, it is interesting to note that among those listed are actresses, architects, attorneys, artists, barbers, casket-liners, censors, chemists, chiropractors, claim agents, cooks, dancing teachers, tax collectors, detectives, demonstrators, editors, florists, interior decorators, pathologists, librarians, missionaries, musicians, opticians, sculptors, photographers, Christian Science practitioners, shoppers, bank tellers and manufacturers and sellers of soft drinks.

Housewives in Business

ACTION taken by the Housewives' Chamber of Commerce has frequently formed the nucleus of projects which have since made history for Dallas.

Its members were the originators of the movement for housewives to use Made-in-Dallas products, under the administration of Mrs. W. C. Hallonquist; and old newspaper clippings show that the Housewives' Chamber of Commerce was the first woman's organization to endorse the purchase of Lake Garza as a means of securing a more adequate water supply for Dallas. The organization was the first to ask for a woman on the city board of health, and to encourage the planting of trees along the highways of Dallas County, especially the Fort Worth pike.

The Housewives' Chamber of Commerce, which is a pioneer club in the city and State federations of women's clubs, has as a slogan "The housewife is the guardian of civilization," and has had as its purpose since organization the improvement of market con-

ditions for and on behalf of the citizens of Dallas as a whole, the beautification of grounds in factory and industrial districts, the development of parks and playgrounds in the city, and the general promotion of civic pride and commercial activities, according to Mrs. J. V. Pruitt, the president.

The club endeavors to keep its members informed in regard to matters of general interest and benefit to the city and to present speakers well-qualified to discuss questions of importance. The membership is composed of women who, through study or experience, have attained some degree of prominence in the business world. There are now seventy-five active members, several associate and two honorary members—Miss Martha Rhea Little, who is associated with the public schools of Georgia, and Miss Grace M. Whiting, organizer of the club.

The present officers of the club are: Miss Kate McKay, president; Mrs. Bennett Haralson, first vice president; Miss Orenna Addison, second vice president; Miss Verna Ricketts, recording secretary; Miss Xenia Higgins, corresponding secretary; and Miss Eleanor Fisher, treasurer.

The club is organized into departments as follows: Agriculture, industry, civics, soldiers' memorials, health and esthetics, made-over garments, conventions, membership, fair prices, girls' activities, business and professional women, transportation, thrift, music, citizenship and legislation.

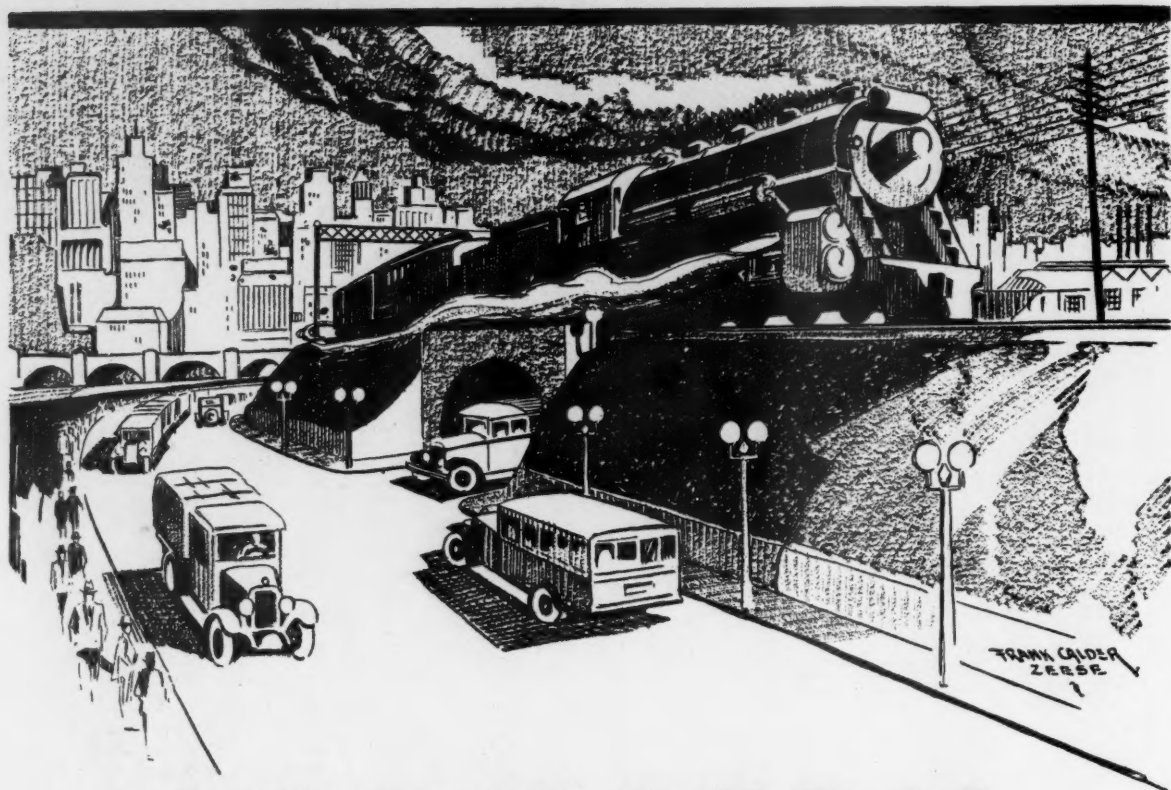
Through the department of agriculture the various municipal markets were established in Dallas to popularize co-operative buying of farm products, and wayside buying by motorists. The markets were established with the plan of having farmers bring their produce to Dallas and sell to the consumer direct, thus eliminating the expensive middle man.



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Peace-Time Patriots

Women Keep American Ideals Alive

THE Dallas Patriotic Association is not only one of the largest, but the most vital organization formed for the purpose of inculcating principles of our American ideals in the citizenship of Dallas. It is also one of the most representative women's organizations in Texas.

To Mrs. E. P. Turner, for many years a leading club woman of Texas, goes the credit for founding the organization of which she was president for three years, and of which she is the first honorary president. In response to a call to organize such a society, representatives of a dozen local clubs met in the Council Chamber of the city hall about six years ago.

To them Mrs. Turner outlined her convictions that the time was right to take definite action toward the observance of a "safe and sane" Fourth of July, and a more general and popular observance of Armistice Day. Her ideas were greeted with enthusiasm, and an organization was immediately perfected.

The Dallas Patriotic Association numbers thousands of women in its membership, due to the fact that entire federations and councils have contributed their thousands of indirect members. The representative body consists of three members (one of whom is the president), of all affiliated groups.

One of the astonishing features about the Dallas Patriotic Association is that it has operated for six years without a constitution and by-laws, the membership generally passing all proposed matters by a unanimous vote. The first function arranged under its auspices was a Fourth of July luncheon, at which patriotic addresses and music were given to an audience which taxed the capacity of the Jefferson Hotel roof garden.

Work with Veterans

THE following fall found the Patriotic Association co-operating with the World War Veterans' organizations and auxiliaries in an impressive observance of Armistice Day. Following a parade in which all local patriotic and military organizations participated, a program of music and addresses was rendered in the City Temple, with Mrs. Turner presiding.

In an effort to make the observance of the Fourth of July a more democratic as well as meaningful affair, Mrs. Turner and her co-workers staged an original patriotic pageant at Fair Park the following year. In spite of the fact that it almost always rains on the Fourth, the plans were perfected on a large scale. The rain did fall, however, and the details of the celebration were materially interfered with.

Each succeeding Armistice Day was faithfully observed, member organizations visiting the graves of patriots

in both the Confederate and public cemeteries, decking them with flowers and American flags. The clubs also carried on special activities connected with Decoration Day and other national and sectional holidays.

Mrs. Mamie Folsom Wynne succeeded Mrs. Turner as president of the Association, serving during 1924 and 1925. Carrying the patriotic education still further, an effort was made to enlist every Dallas club and public school in a campaign for "greater respect to the American flag." Mrs. Ealy J. Moses, of the John W. Low Auxiliary, visited the schools and explained the proper "salute to the flag." The Dallas Federation of Women's Clubs, and many affiliated clubs, inaugurated the custom of opening their meetings by singing one verse of "America," and giving the salute to the flag.

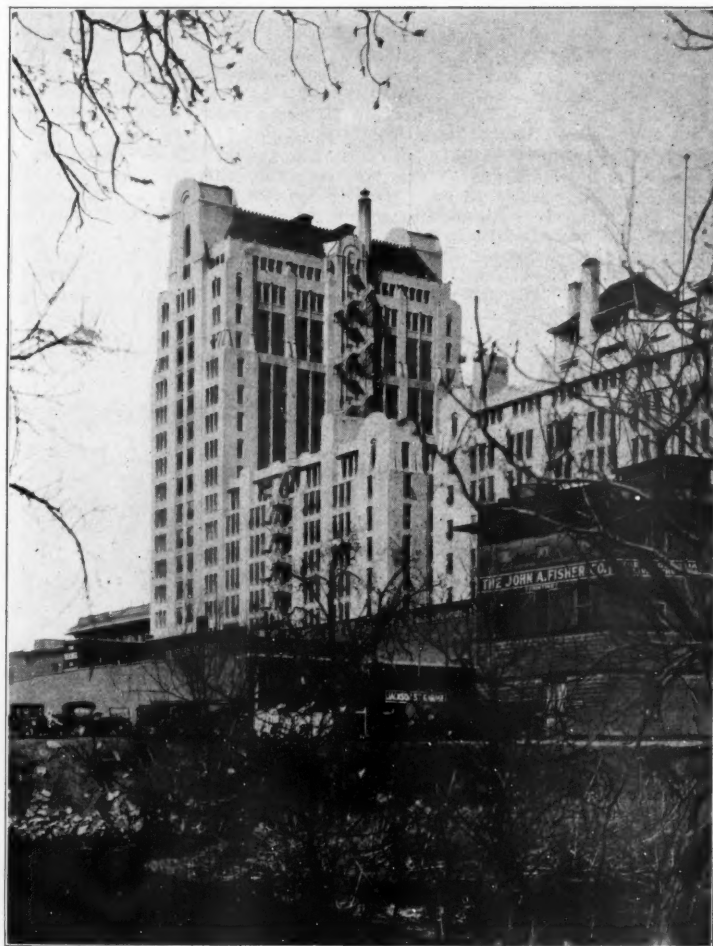
Receiving Aliens

INTEREST in the annual custom of naturalizing citizens resulted in

the presence of members of The Dallas Patriotic Association on all such occasions. Gifts of small silk American flags, and a copy of the preamble to the Constitution of the United States were made to the new citizens. At a Fourth of July luncheon, with Mrs. Wynne as toastmistress, given in the Jefferson Hotel, a number of the newly naturalized citizens were present and expressed their pleasure in the welcome given.

The Dallas Patriotic Association co-operated with the Dallas Pastors' organization and other societies for a more spiritual observance of the two memorable dates in American history. Members have consistently declared themselves in favor of a more dignified observance of Armistice Day on the part of civic executives, deploring the custom of pausing for "one" or "three" minutes to pay tribute to our fallen heroes. The association is working for an all-day holiday on that memorable date.

(Continued on page 24)



—Illustration through courtesy A. Zeese Engraving Co.
The Santa Fe Building as seen by a camera. On another page is seen an artist's conception of the scene.

\$4,000,000 Worth of Hats

MORE than half a million ladies' hats are made in Dallas each year and these are sold to the women of the Southwest for approximately \$4,200,000! It is safe to say that this is a startling figure to most citizens of Dallas. A careful survey of the millinery manufacturing industry in Dallas shows, however, that this figure is approximately correct.

Eight manufacturing establishments, working from 50 to 150 employees, turn out and distribute this Dallas-made merchandise throughout the State and the southwestern trade territory.

It has been but a few years since a lone manufacturer ventured on the uncharted seas of the Southwest, against the advice and counsel of his business associates. Today this manufacturer and the seven others are doing a land office business and have so built up a clientele among the milliners of the State that many of them have orders several weeks in advance of their capacity output.

There is a distinct "Texas style" and a distinct "Southwestern style," the manufacturers say, that cannot be copied by northern and eastern manufacturers. Here the local hat makers are in their glory, being close as they are to the ultimate wearer.

The early spring here, particularly, demands especial styles in advance of those of New York and Paris, but so closely do the manufacturers watch the trend of styles that they are able to make in March the styles that will be popular in New York in April and May.

Especially during this one season, the northern visitors to Dallas are surprised and not a little chagrined

to find Dallas at least thirty days ahead of the great New York market in styles.

Not only does Dallas compare favorably with its competitors in style, but the Dallas-made hats are declared by many buyers to be superior in quality to hats of the same price bought from the northern manufacturers.

One reason for this is that more individuality is given each hat manufactured here. Where thousands are made from one model, the workers are inclined to become careless, and many hats are sold at high prices that would never pass the inspector in a Dallas plant.

Each Dallas hat manufacturer feels that the making of hats is an art and only those employees who can fall in with this spirit are retained in their establishments.

American girls are employed in the local factories. These girls are far superior in education, intellect and general adaptability to the "sweat shop" types in the larger cities. There are several reasons for this. Working conditions are better here. The girls come from better homes. They are paid better salaries. They maintain that splendid spirit and physique that has characterized every development of the Southwest.

The Dallas factory executives, realizing the high type of employee with which they deal, are continually improving working conditions.

It is true that there is at present a scarcity of skilled workers for this type of work, but the unskilled labor is easily trained here, production managers say, and the average girl apprentice after one season becomes a skilled needlewoman or machine operator.

Some of the manufacturers are also jobbers of hats, but the growing part of their business is the manufacturing end, they say. The jobbing business is simply to fill in lines considered not yet at the stage where they can be manufactured profitably here.

Another advantage that the Dallas factories hold is their nearness to their trade territory. Changing styles give each new model a life of from three to six weeks. This makes it possible for a buyer to visit a Dallas factory, lay in a small stock and come back a few weeks later when the style has become obsolete on his earlier purchases.

Salesmen operating out of Dallas visit customers once each month. They never show the same hat twice. Each trip requires something new. This, incidentally, keeps the factory designers working almost night and day conceiving and planning for new styles.

The majority of the manufacturers in this line have solved the problem of distribution at home. Dallas-made hats can be bought in practically every millinery shop in the city. Not only are they on display, but they are sold and are becoming increasingly popular. The day has passed, one executive said, when a hat must bear a New York or Paris label. The woman buys from the appearance and quality of the hat, and not from the name of the city where it was made.

If the average citizen is surprised at the facts in this article, he has other surprises in store when in later issues of "Dallas" he reads of other accomplishments of Dallas manufacturers. The industrialization of Dallas is well on its way. Pioneers in other lines are duplicating the successes of these men—proof that the city holds much for the prospective manufacturer.

The following are the Dallas manufacturers of women's hats:

Baron Bros. Millinery Co.
Higginbotham Millinery Co.
Dallas Hat Co.
Rosenfield-Rosen Millinery Co.
Lichtenstein-Mittenthal Co.
Fox-Coffey-Edge Co.
Daniel Millinery Co.
Goldstein Hat Mfg. Co.

KNOW TEXAS

Texas has ranked fifth among the States in population for the past three Federal census periods.

The average population per square mile in the United States is 35.5 which lacks only one-tenth of being double that of Texas which is 17.8.

Potter County has the largest percentage in Texas of population living in towns and cities with 92.7 per cent.

Ninety-four and eight-tenths per cent of the population of Hartley County lives in the country, that county leading in Texas in percentage of rural population.



One of the big Dallas workrooms where up-to-the-minute millinery is made. A partial view of the Fox-Coffey-Edge Company's factory.

A Review of Business Conditions

*Summarized by ROBERT J. SMITH

THE SOUTHWEST General

We find many factors contributing to a feeling of optimism that is gradually spreading over the Southwest. Prominent among these are increased bank deposits, rising livestock values and a larger volume of public spending at principal cities. While department store sales were 6 per cent less than February a year ago, credit sales were 12 per cent less. Wholesale trade continued unsatisfactory, considerably short of the same time last year.

Bank deposits for the 11th district rose 27 millions between January 26th and February 23rd, and, for the first time in seven months, exceeded the same month of the previous year—2 million dollars. Also, the demand for credit continued relatively light. It is pertinent to observe that this Southwest subscribed 37 millions to an allotted 15 million of the U. S. Treasury March 15th 3½ and 3¼ Certificates of Indebtedness. On the other hand, the business mortality rate, while less than January, was considerably greater than last year.

Farming operations, while still behind schedule, are potentially favorable, as will be seen below. Season in the ground is excellent; small grains are doing well; likewise corn planting. Building activities at principal cities were 17 per cent under February last year. Lumber production and shipments were smaller; cement, larger.

Crop Conditions

Agricultural developments are particularly deserving of attention at this time. We find that the seeding of corn has been general throughout the Southwest, and early reports indicate that the acreage this year will be considerably larger than a year ago. In the southern part of Texas, cotton planting has made considerable headway, and the new crop is coming up to a good stand.

Decidedly interesting are the reports indicating that farmers are showing a disposition to plant a larger acreage to gardens, and are milking more cows and raising more poultry than in many years. To quote the Federal Reserve Bulletin: "There is also a noticeable disposition to raise a sufficient number of hogs on the farm to provide meat for their families. This, together with the large supply of feed on the district's farms, should enable the farmers to live cheaply and to produce this year's crops at a minimum of expense, and thereby reduce the demand for credit. Indications also point to the fact that farmers will carry out programs of diversification to a greater extent than heretofore. According to the report just released by the U. S. Dept. of Agriculture, the planting intentions of Texas farmers, expressed in percentage of acreage grown for harvest in 1926, are as follows: Corn, 135%; Oats, 115%; Barley, 200%; Rice, 86%; Grain Sorghums, 90%; Tame Hay, 101%; Peanuts, 200%; Potatoes, 155%; Sweet Potatoes, 200%."

"The acreage sown to winter wheat was the largest since 1919, and present prospects point to another large crop. The Dept. of Agriculture estimates that 22,957,000 bushels of wheat, or 70%, were shipped out of the counties where grown, as compared to 50 per cent in 1925, and the ten-year average of 51 per cent. Of corn, that of merchantable quality was estimated at 89 per cent as compared to 40 per cent in 1925, and 69 per cent for the ten-year average."

Livestock

The livestock industry is now in a better position than at any time since 1919. Reports indicate that fat cattle are already in evidence in some sections, and that the spring movements to market will soon begin. Prospects are for large calf, lamb and kid crops that should be strong and healthy, due to the excellent condition of the livestock.

Strength in the market prices for practically all classes of cattle characterized the trade during February and the first half of March. On some classes, the highest prices of the year were recorded.

Cotton

February receipts and exports through Gulf ports were seasonally less than January, but substantially greater than last year, February. Exports were 1,010,507 bales; January, 1,115,792 bales, and February, 1926, 556,185 bales.

Crude cottonseed oil prices advanced in February over January prices, while cake and meal advanced from \$24.48 per ton in January to \$26.11 in February.

Reports from Textile mills indicate a continuation of improvement during February. Consumption was 2,304 bales as compared to 2,222 bales in January and 2,369 bales February, 1926. Unfilled orders on hand were substantially greater than last year.

Wholesale Trade

Distribution at wholesale was considerably below that for the same month a year ago. Retailers have not deviated from the policy of limiting purchases to actual requirements—a prudent and reassuring policy. We give below the condition as shown by the Federal Reserve Bulletin:

Retail Trade

Department store sales were 5.8 per cent less than in the corresponding month last year. Unseasonal weather has had a tendency to restrict sales, but with the appearance of fair weather, trade is improving. Stocks on hand at the end of February were 10.8 per cent larger than a month earlier, but 11.5 per cent below those last year. Sales to average stocks were 40.8 for the first two months, compared to 39.0 last year. Cash sales increased. The ratio of collections to accounts receivable on February 1st was 35.1; January, 36.0; February, 1926, 36.7.

Financial

Charges to depositors' accounts in the sixteen principal cities of this district were 6.3 per cent greater than in the corresponding

effective at the principal fields of this district, occurred during the past 30 days.

Lumber

Lumber output in February was 26 per cent below normal production as compared to 23 per cent in January. Shipments during the month were 72 per cent of normal; 73 in January. Unfilled orders continued to accumulate, totaling 63,809,728 feet, February 28th.

Cement

Contrasting with the decrease in lumber production is the increase in cement production. While shipments showed an increase of 4.7 per cent over January, they were 4.5 per cent below last February.

Building

After increasing in January, building permits declined in February, and were considerably less than in the corresponding month last year. February this year was \$7,546,601; last year, \$9,059,043.

THE NATION Production

Manufacturing output increased in February—second consecutive month. Mineral production also increased during the month and was higher than February, 1926. Production of bituminous coal and of petroleum continued larger than a year ago, while beehive coke and lumber production was smaller. Automobile production increased from 234,000 cars in January to 298,000 in February. Daily average consumption of cotton by mills in February was larger than in any previous month on record, while woolen and silk mill activity declined. While February building was 3 per cent less than a year ago, the first three weeks of March were equal to last year.

Trade

Department and chain store sales were larger than February of last year, while mail

CONDITION OF WHOLESALE TRADE DURING FEBRUARY, 1927

	Percentage of Increase or Decrease in:					
	Net Sales Feb. 1927 compared with Feb. 1926	Jan. 1927	Net Sales Jan. 1 to date compared with same period last year	Feb. 1927	Stocks Feb. 1927 compared with Feb. 1926	Jan. 1927
Groceries	-7.3	-2.4	-7.5	-5.9	+1.0	
Dry Goods	-14.2	+35.6	-14.2	-11.3	-2.6	
Farm Implements	-49.6	-12.2	-47.6	+2.0	+3.3	
Drugs	-13.6	-8.6	-11.0	-2.4	-1.4	
Hardware	-12.1	-5.4	-7.2	-7.7	+3.8	

month last year. Acceptances outstanding at the close of February amounted to \$2,092,730, as compared to \$4,063,210 in January.

"Commercial loans increased from \$241,807,000 February 2nd to \$249,290,000 March 2nd, and loans on corporate securities rose \$357,000 during the same period. Commercial loans were \$13,892,000 greater than a year earlier, while loans on corporate securities were \$6,287,000 less, indicating a shifting of funds from speculative to commercial channels," says the Federal Reserve Bulletin. Net demand deposits increased \$11,245,000; time deposits \$3,473,000, during February. Time deposits are \$8,596,000 larger than a year ago; demand deposits \$2,343,000 greater.

Savings deposits of 91 banks in this district increased 1.2 per cent over January, and 9.7 per cent over last February. There were 241,364 depositors at the end of February as compared to 240,493 January 31 and 226,403 on February 28, 1926.

Compared to the same month last year, both the number of failures and the indebtedness showed a considerable increase. Failures were 103, with \$2,023,000 liabilities, compared to 62 and \$669,997 last year.

Petroleum

A further decline was noted in the production of crude oil. 18,945,330 barrels were produced in February, 21,668,210 in January. Sharp reductions in the posted price of crude

order houses reported smaller volume. Wholesale trade continued under last year's figures. While inventories at retail increased in anticipation of Spring business, the increase was less than usually occurs. Movements of merchandise to consumption, as indicated by freight car loadings, continue well above last year's figures at this time.

Prices

Although wholesale prices continued to decline in February, the tendency has been to strengthen during the three weeks of March. We predict nothing, but agricultural and non-agricultural indices have moved very close together, which should help the agriculturist. Both stocks and bonds average higher than a year ago.

Financial

As measured by check payments, the dollar volume of trade during February and the first three weeks of March was substantially larger than a year ago. Rates on prime commercial paper advanced from 4 to 4½ per cent and call money was also higher; acceptances declined. Loans to brokers and dealers secured by stocks and bonds were larger than last year. The Federal reserve ratio was considerably higher than last year.

"We are indebted to the Federal Reserve Bulletin, Department of Commerce "Business Situation", etc., for our basic information.



"Powerhouse of the famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interest of Dallas

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, ADV. MGR.

Vol. 6 April, 1927 No. 4

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OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

EDITORIALS

A Texas-Made Vacation

A MOUNTAIN summer and winter playground, higher than Denver, is rapidly becoming the vacation center for Texans, following the dissemination of information regarding this natural beauty spot—the Davis Mountains, "In Texas down by the Rio Grande".

One visitor said of the Davis Mountains, following a summer visit there:

"With the fascination and charm of the Rocky Mountains, Nature has made this section transcend all ordinary scenes. It is a land of mountain peaks, enveloped in the clouds, more than a mile above sea level".

The Davis Mountains are easily accessible from Dallas by automobile or train, and each year sees more men and women from this city choosing this shorter and interesting journey to the longer and more tedious ones.

Wild game and fish are found there in abundance. The natural beauty of the mountains is unsurpassed, and the climate, both summer and winter, unexcelled anywhere in the United States.

The Madera Mountain Club, at Madera Springs, is attracting State-wide attention. More than one hundred and fifty thousand dollars have already been spent in the erection of club buildings, cottages for members' use, and other general improvements.

The Feminine Touch

READERS of "Dallas" may find in this issue a radical departure from the conventional Chamber of Commerce publication. Industrial development, civic enterprises and commercial achievement are considered more appropriate themes for treatment in such a periodical than women's clubs. In these three phases of municipal growth, however, the women of the city have played a major part as the articles herein show. The day when a woman was considered strictly a housewife has passed. Recognizing these facts, then, it may not seem so incongruous that what may be classed as a "trade publication" should devote at least one issue to the part that women have already played and are now playing in the development of the city.

Another Good Will Tour

FOR a quarter of a century Dallas has been sending ambassadors of good will into the southwestern trade territory. The importance of these tours in establishing new contacts and cementing more firmly old relationships has been established and the list of delegates continues to grow. This year the "trade trippers" will visit North and Northwest Texas and a portion of West Texas, with Cloudcroft, N. M., as the turning point. From May 11 to 17 the special train will sweep through one of the most important districts upon which Dallas depends for its prosperity. No business or professional man can well afford to lack representation on this trip.

We're Lucky

WHEN hard times seem to be upon us and we feel that our Government is not doing all that it should and we feel generally grouchy, it is a good idea to consider the Chinese. In fact, a trip abroad to any land convinces the American that there is as much fact as sentiment in the title of "God's Country".

A New Title

INCREASING interest in the Chamber of Commerce industrial expansion plan is being exhibited by the membership. That this interest is taking the form of substantial checks to help finance the plan is proof of the fact that Dallas business men and bankers are awake to the needs of the city. For many years Dallas has been known as "The New York of the Southwest". Now she bids fair to deserve the added title of "The Pittsburgh of the South".



Dallas is being well advertised by the Janelli Advertising Service, Inc., of this city. In a leaflet that is being distributed widely the new Dallas skyline is shown under the slogan "Dallas, Where Men Are Looking Forward."

Arthur Beir Company, Inc., of 43 White Street, New York, have opened offices in the Santa Fe building, from where they will distribute linings and fine wash goods to the Southwest.

Distribution of Amalie oil products in the states of Oklahoma, Kansas, Arkansas, Missouri and Nebraska will be made in all its stations by the Continental Oil Company with headquarters at Denver, according to H. J. Cohn, Southwestern General Manager of Sonnenborn Bros., Inc., Amalie refiners. The Continental Oil Company of Texas will continue to market Amalie oils in more than 100 North Texas cities. Distribution to other sections of the Southwest will be through the Dallas sales organization.

Dallas has a population of 279,568 according to the new Dallas city directory published by the John F. Worley Company. The last issues of the directory showed a population of 264,534. This gives the city an increase during 1926 of 15,034. The Chamber of Commerce estimate, based on public utility connections and issued January 1st, was 280,000 or 432 more than the City Directory lists.

A Summer school for pastors will be conducted at the Southern Methodist University beginning in a few weeks.

Dallas citizens have been given an added interest in East Texas with the discovery of oil at Jacksonville.

COST OF BUILDING CONSTRUCTION

1913 COSTS—100
February, 1927

	All Other States	Texas
Frame	203.2	205.
Brick, Wood Frame....	214.3	202.
Brick, Steel Frame.....	198.2	187.
Reinforced Concrete....	201.3	186.
All Construction.....	204.3	195.

Figures from American Appraisal Co.



J. G. Pearsol, formerly a newspaperman of Houston, has been placed in charge of the Dallas office of the Texas Commercial News in the Mercantile Bank building. The publication has recently opened other offices at San Antonio and Houston.

Bayside Beach

TEXAS finds itself with another summer, winter, spring and fall resort in the form of Bayside Beach, by the sea.

This beach is located between Corpus Christi and Galveston near Port Lavaca, on the west beach of Matagorda Bay.

The Bayside Beach is composed of approximately 2,002 acres and has been subdivided along the "Park Plan" used in California and Florida. It calls for fifty to one hundred foot curved and winding streets, public parks, swimming pools, yacht basin, club house and other pleasure projects.

The resort is attracting wide attention, not only in Texas but even in Florida and California, where resorts abound.

The developers are rapidly disposing of lots at Bayside Beach. Many who have visited the spot predict that before many months it will be one of the most popular beach resorts in the United States.

Too Many

WE'VE often held that there is as much of inspiration in the advertising pages of magazines as can be found in editorial matter. Here is some copy written by the George Batten Agency to advertise its business. Read it and buckle down to work.

"If you go into the New York subway about half-past five on a rainy afternoon, you will probably feel that too many people are using the subway.

"Walk back up to the street and try for a taxicab and you will find that most of the flags are down. Too many people want to use taxicabs.

"Say you are lucky enough to stop a vacant cab and bundle in. No progress, no speed—because there are now too many cabs, automobiles, trolleys, vans and mail trucks.

"Would you go into business? Insurance, antiques, woollens, automobiles. There are too many people in those lines of endeavor already.

"Very well; try steel, breakfast foods, shoes or cold creams. You will find too many there, also.

"Choose a novel business or make a new thing, and attempt by advertising to draw attention to what you have to sell.

"Advertise where? There are already too many pages of advertising in our leading magazines and dailies—too many signs along the highways—too many pieces of printed advertising in any delivery of mail.

"Too many of everything for the man who would pull himself out of the crowd without special effort or special intelligence.

"Yet every 'too many' means multiplied demand for the man who knows how to supply it.

"Too many people wanting to ride means business for the motor-builder.

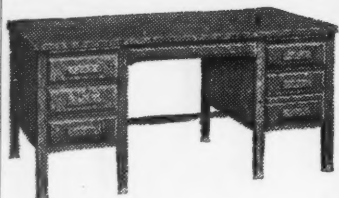
"Too many cars on the roads means more business for the road-builder.

"The throng that one man sees as competition another may see as consumers. The bigger the crowd, the bigger the opportunity.

—The Southwestern Purchaser for March, 1927.

Already plans for the 1927 Community Chest are under way. Directors have been meeting to arrange details for the giant philanthropic undertaking.

ASKEW



**DESKS
CHAIRS
TABLES**

Filing Cabinets
Index Guides
Customers'
Desk Pads
Ink Wells
Chair Pads
Chair Mats
Cuspidors
Waste Baskets

NEW AND USED

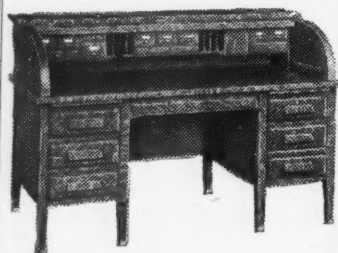
Good Merchandise
Good Service

*Buy Here
Save Money*

**Askew
Office Furniture
Exchange**

310 No. Akard St. Phone 7-1220

DALLAS, TEXAS



ASKEW

Cradling The Dallas Spirit

(Continued from page 5)

of work intended for women is the disbursement of the family income in wise and beneficent manner, so in public she shines best when providing and maintaining institutions that foster the young.

That Dallas stands at the head of the list of high-grade schools is largely due to the Parent-Teacher Associations that have brought about a better understanding and a working basis between teacher, pupil and parent. Through the efforts of these club women, schools have been improved, the grounds beautified, and the safety of the students planned for. Other branches of the Council have bought and maintained homes where working mothers may board at a nominal sum while the dependent little ones may be well cared for while the mothers become breadwinners. Baby camps are being equipped and welfare workers are reaching out a helping hand to the myriads of newcomers who think to find in the city the Utopia of their dreams. Better housing conditions for the laboring classes are being fostered, and the leaven is working in all directions, pulling the overworked, underfed and illiterate out of the sodden, grubbing ruts of poverty, putting hope where there was no hope, caring for the traveling public, filling empty stockings at Christmas times, teaching children how to play healthfully, as well as attending to the spiritual needs as far as differing creeds and dogmas will permit. Monuments and historical sites have been erected and preserved through the club women's efforts. And the great city of Dallas, through its art associations and musical organizations, is occupying a place in the world of culture and refinement second to none. This, because of the efficient co-operation of its clubs with the city government.

By right of seniority the Shakespeare, Standard and Matheon Clubs occupy the place of honor in club circles of Dallas, with honors distributed with impartiality among the remaining eighty-six clubs affiliated with the Federation, all of which are contributing towards the city's educational standards. Without usurping the masculine prerogative in any way, women will always give the final polish and garnish to the big enterprises of its men.

Cheerio! say the club women. On your way! answer the City Dads.

KNOW TEXAS

Twenty States have a larger percentage of rural population than Texas.

Texas is second only to New York in the annual value of exports. Pennsylvania ranks third.

The only State in which a total crop value exceeds a billion dollars is Texas.

Texas contains about eight per cent of the area of the United States.

The estimated population of Texas is 5,312,661. This is exceeded by only three States.



MME. RUTH RODGERS

Old London School of Beauty Culture

Ten years on Main Street

Full Courses - Reviews - Short Courses

NIGHT CLASSES A SPECIALTY

Diploma

TERMS

Beautiful work by our Senior Class Students, under Manager's supervision, half price.

Vida Tonic Frederic Permanent,
Guaranteed, \$10.00
1210½ Main St. 2-5759

GAS



*** PIPED FROM THE
WELLS TO YOUR CITY

**Lone
Star★
Gas Co.**

How Women Built A Skyline

(Continued from page 7)

here. With the Adolphus junior ballroom as the scene of festivities, the club women responsible for the sale of tickets so far exceeded even their own hopes that even the almost unlimited accommodations proved too limited to seat those who thronged to the affair.

In the presence of the leading public-spirited citizens, officials of the Chamber of Commerce and the City Federation extended mutual felicitations over a menu composed entirely of "home-made" products, and



MRS. O. L. MCKNIGHT

planned even a more helpful cooperation in the future.

In line with this policy, the Federation next undertook to influence the sale of Dallas-made goods in the local chain stores. A mass meeting of managers of such corporations and the federated clubs resulted in a large attendance and a clearing up of an unsatisfactory situation. Never has a request on the part of the Dallas Chamber of Commerce found the federated clubs backward in coming forward eagerly to serve for the public good.

Apropos of the Crime Suppression League which has recently focused the attention of Dallas people interested in making this a safe and sane community, it should be remembered that in 1924 the City Federation went on record as disapproving of an open patrol wagon, and deploring the sale and carrying of firearms. A resolution condemning the plea of "unwritten law" as a defense for murder, unanimously passed in the City Federation, was unanimously passed by the State Federation of Women's Clubs at a subsequent meeting. Accounts of this action, with approving editorials and articles, appeared in the leading magazines and publications of the country.

The City Federation, while working for the present generation, is also concerned for generations to come who may find Dallas a pleasant place in which to live. In November, 1923, the City Federation obtained a grant of land in a newly purchased park section of East Dallas, in which to

(Continued on page 18)

The Story of Electricity

CONTINUES ON

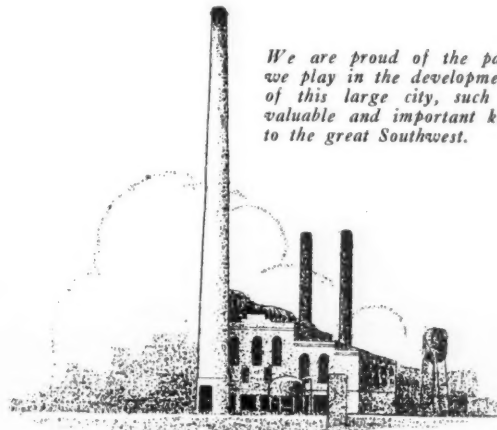
THE story and romance of electricity proves to be an everlasting one, perpetual, continuous. It is only a few short years ago, within the knowledge of some of us, electricity was first developed and made available to those other than experimenters.

We have within our reach a magnificent giant power, tireless, fearless, efficient. Endowed with all of the valuable human attributes, cursed with none of the less desirable characteristics—flexible, silent, clean. More economical than a Chinese coolie or Oriental slave—electricity, for lighting, power, heat and refrigeration. In Dallas the service of electricity continues to keep pace with the rapid growth of the city.

Months, and sometimes years, are required to provide additional generating and distribution equipment of modern character. Since this company, in 1917, took over and consolidated the several electric properties in Dallas in one operating unit, major improvements have been effected which result in Dallas holding a high position among the well electrically served cities of the country.

With the steady addition of new citizens, and the constantly increasing demand for electric service of present customers, Dallas Power & Light Company promises a continuous story of new developments and additions in its electric service facilities.

Not so many months have passed since the completion of a new generating unit to the power plant. Today the accompanying illustration shows an even more recent unit to the power plant now nearing completion. Millions of dollars have been invested in this last plant extension, in the completion of the downtown underground alternating current network protector system, one of the most modern and efficient downtown protective systems in the country, and in the extension of generating and distribution facilities throughout the city and into outlying sections beyond.



We are proud of the part we play in the development of this large city, such a valuable and important key to the great Southwest.

DALLAS POWER & LIGHT COMPANY

Announc THE MADERA MO

Higher than Denver In beauti

Incorporated Under the Laws of Texas—Not for Profit—Enc

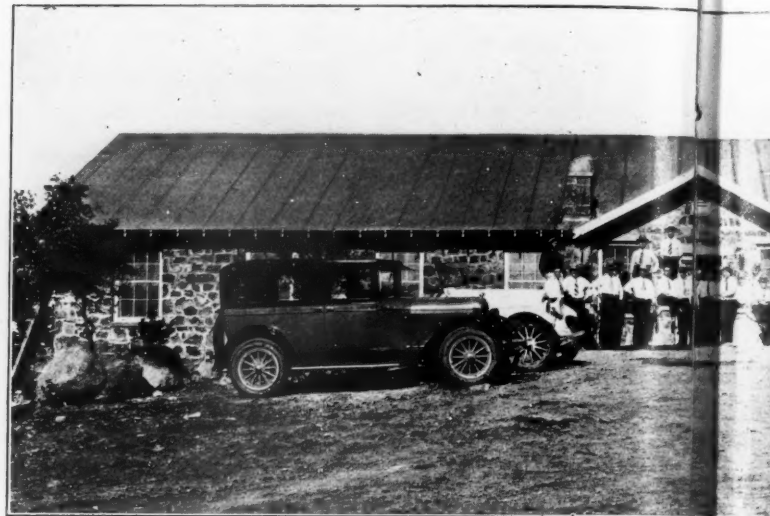
THE insistent search for health, recreation and pleasure, as well as escape from the torrid heat of the summer months, annually lure thousands of our Texas people to California, Colorado, New Mexico and other highly commercialized resort regions and our State pays tribute to those sections to the extent of millions of dollars annually.

Yet in the Davis Mountains of West Texas, our people have, at their very door, the attractions they have been traveling to distant points to find. Here, in Texas, are towering mountains, with peaks a mile and a half high—yawning canyons and deep precipices, ponds and lakes fed by the purest mountain spring water—all rivaling in scenic splendor and beauty the best of the Colorado Rockies; and a summer and winter climate unsurpassed anywhere in the entire United States.

High up in these mountains, at an altitude of 6,000 feet, is being established the MADERA MOUNTAIN CLUB, a development as novel as it is alluring—fulfilling a long felt want and vital need.

What The Club Offers

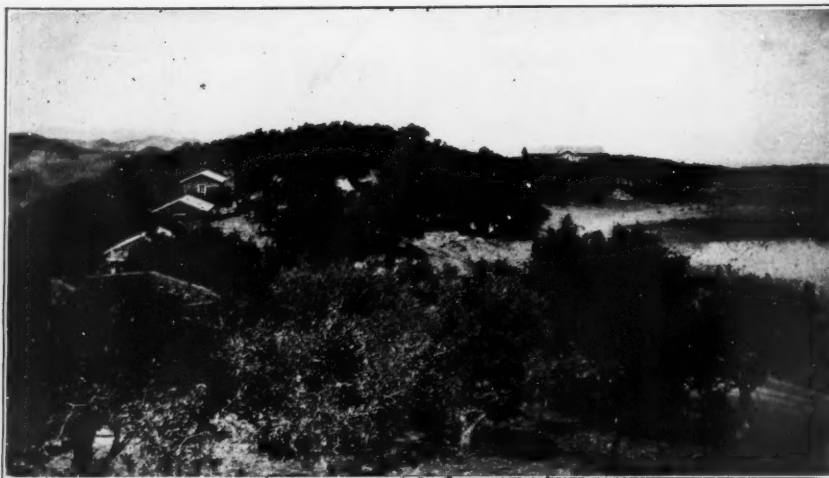
Already over \$150,000 has been expended in improvements, to make this hitherto inaccessible region available to the people of Texas, and this is just the start. A mountain road, nine miles in length, has been constructed, extending from the Old Spanish Trail up to the Club grounds. A commodious Club House and a spacious Lodge, modern in all their appointments, an 18-hole golf course, tennis courts, hunting and fishing, riding



horses for grown-ups and burros for children—are among the developments already in or provided for in the Club plans. The distinctive feature of the Club's plan is the erection of enough cottages of substantial type to provide each member and his family with a dwelling during their stay. The cottages are built to insure a maximum of comfort, quiet rest and home life and are furnished and

↑
The Stone Lodge

A Group of Adobe Cottages
↓



MADERA MONTA

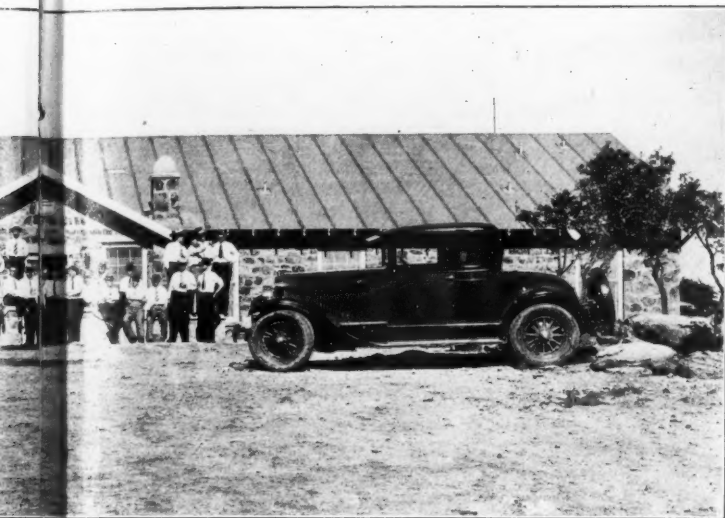
Executive Offices: By Union

DALLAS TEXAS

Announcing MADERA MOUNTAIN CLUB

In the beautiful Davis Mountains of Texas

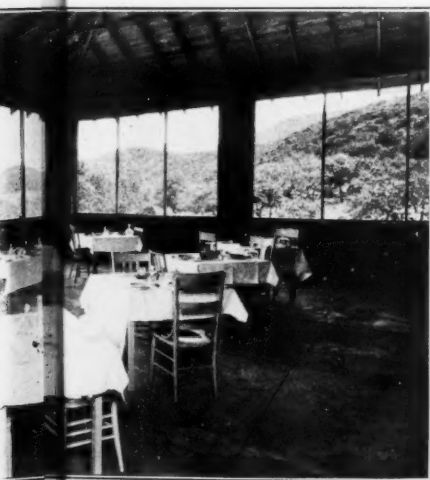
Profit—To Encourage Outdoor Sports, Recreation and Pleasure.



equipped for light housekeeping. Members pay no rent, as the cottage is one of the many features of service covered by Club membership.

Vacation Problem Solved

The problem of where to spend a vacation is frequently a difficult one. The time and expense involved in a visit of a few weeks at some distant resort forces many families to remain at home all



◀ A Corner of the Dining Hall

A Mountain View
▼

MADERA MOUNTAIN CLUB

Address: 1111 Union Building

DALLAS, TEXAS

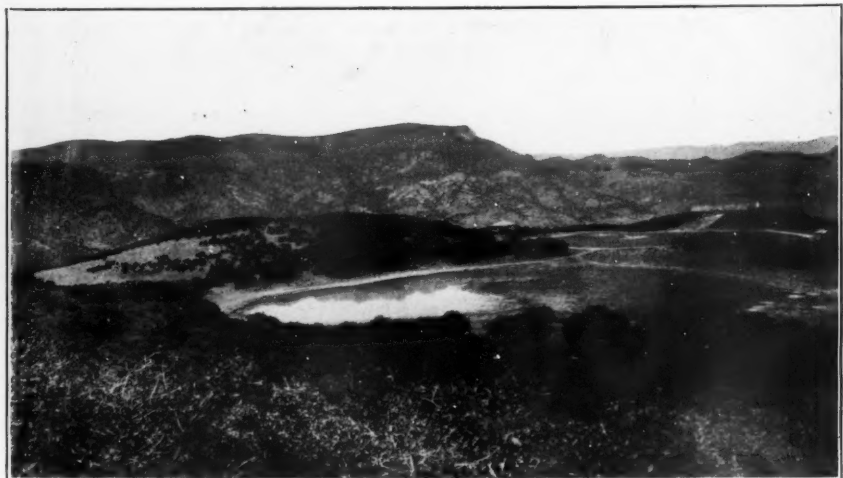
summer. The business of the head of the family is, at times, complicated, and prevents him getting away at the right time. The Madera Mountain Club is easily reached from Dallas in a day and a half by motor or train. The family can be established at the Club and left there in perfect safety and with every convenience and comfort. At any public resort are always to be met a mixed crowd of strangers. At the Madera Mountain Club will be found the best type of Texas citizens and their families—insuring safe and delightful social contacts. And as the expense is limited to the food the member places upon his table, a vacation at the Club will cost no more than remaining at home—plus transportation out there and back.

A Pleasing Prospect

We can imagine no finer experience than to load the family—all of 'em—in the car and drive out, over splendid highways, to this wonderful spot for a vacation. In the midst of gorgeous scenery as entrancing as you will ever see; a climate so cool and bracing in summer as to make one forget the intense heat back home; the finest of cold mountain spring water, of absolute purity, and the companionship of the finest people on earth. Selah.

Requirements for Membership

Membership in the Madera Mountain Club is restricted to men and women of character and standing in their respective communities. Already nearly four hundred representative citizens from all sections of the State are members. Full particulars of the Club's plans and requirements for membership may be had upon inquiry.



Denver Hopes to Match Dallas Fuel

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No wonder. They know what natural gas means to a town . . . a rich instantaneous heat at the turn of a valve, and not one fleck of soot.

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Upstairs at 1613½ Main Street, Dallas

Jas. K. Wilson, President

A. H. Patterson, Manager

Building the Skyline

(Continued from page 15)

establish a Federation Memorial Grove. The Dallas Park Board has co-operated generously in this splendid movement which has attracted wide and favorable attention to Dallas as outlined in Holland's Magazine, State Federation bulletins and the Dallas press.

Dallas has, within the past few years, twice entertained the Texas Federation of Women's Clubs. To us have also come the Dallas Federation of Music Clubs; the Texas Music Teachers' Association; The Second District Federation of Women's Clubs; The Business and Professional Women's National Board of Clubs; and many other organizations. The financing of such conventions has been a taxing but not arduous task to the women intent on maintaining the reputation of Dallas. And the results in the form of increased business to local merchants and manufacturers have been such as to increase the satisfaction of club women who are as proud of Dallas as a commercial center as of its claims to more esthetic fame.

Scholarships for Girls

THE City Federation, through its standing committees, carries on a large and helpful program of service. Free business scholarships have been granted Dallas girls anxious to increase their earning capacity; when it was necessary to advance money to the girl student to meet her share of family expenses, this was done. For several years, the City Federation has presented scholarships to the County Girls' Canning Clubs, entitling them to courses at Texas summer schools.

In 1925, the City Federation created the Mamie Folsom Wynne Scholarship Endowment Fund, named for its retiring president. This fund is set at a figure of \$5,000, but, unlike endowment funds in which the total is raised and only the interest loaned to worthy applicants, the Federation fund was put into circulation from the outset, and several grateful girls and boys have already received much benefit from its operation. Mrs. Stone J. Robinson is chairman of the Scholarship fund, to which a set amount is given by the City Federation each year, augmented by gifts from the individual clubs. Some of the loans are already being repaid in installments, and the far-reaching value of this educational movement ranks among the most important undertakings of any Dallas group, either men or women.

The forming of a President's Council was one of the interesting Federation activities of 1922. Mrs. E. L. Bradbury served as chairman for two and a half years for the monthly luncheon-program meetings at which the leading business men of Dallas were frequent guests. Mrs. O. L. McKnight was chosen chairman for a year, and was reappointed, only to resign to become first vice president of the Dallas Federation of Women's Clubs (the name being changed upon the acquiring of a charter in 1925). She was succeeded by Mrs. Frank Slater.

The Presidents' Council representation is restricted to presidents of affiliated clubs. The meetings serve as a clearing house for new and old Federation enterprises, and for informal reports of what the various clubs are doing. The good fellowship resultant from such contacts cements the sisterhood existing among Dallas club women which is a powerful and visible factor in civic advancement.

Clubs Work Together


THE ability of the Federation leaders to establish contacts with other clubs and agencies is indicated by the perfected affiliation of the organization with the Dallas Council of Mothers and Parent Teacher Associations. The two bodies exchange delegates, and work together harmoniously on many important projects. The Dallas Federation also co-operates with the County Federation of Women's Clubs. Its officers and members are actively identified with many sterling movements. Two former presidents are officers in the Dallas Community Chest. Two presidents hold appointments on public boards. One past president is also past president of the Texas Federation of Women's Clubs.

Never owning a home of its own, through constantly expending all realized monies for a good other than its own, the Federation has never lacked for offers of meeting places. For several years meetings were held in the County Rest Room, and many women in Dallas County gained their first impetus for club work by attending the sessions. Working unflinchingly for the success of a campaign to raise funds for permanent buildings for the Young Woman's Christian Association some years ago, it is but logical that the Federation should be one of the most welcome groups meeting twice a month in the Y. W. C. A. administration building.

A recent undertaking by the Federation is the collecting of 1,000 books for the Dallas Sanitarium now under course of construction. The plant exchange, in which thousands of cuttings taken from the rarely cultivated shrubs in the city parks, is an annual event; a reading of pending legislation affecting the welfare of women and children serves to stimulate interest in such matters; reports of good cheer and financial assistance to those in need meet with commendation; surveys looking toward the betterment of conditions among working women win attention; the ministrations to children and special educational information warms the hearts of mothers; every phase of feminine activity and progress is weighed and accepted or rejected. Delegates take back to their clubs reports which cover the widest possible range of affairs in which they have vital concern. And all of this is reflected not only in the club, but in the home.

It is safe to estimate the total membership of Dallas federated clubs in and around 20,000 persons. When it is taken into consideration that these thousands represent the live, alert and intelligent women of Dallas, the answer to the question "What are the women's clubs doing for Dallas?" becomes difficult only because of the danger of underestimating the quantity and quality of service performed.

(Continued on page 22)



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—Hon. Herbert Hoover, in a Bulletin issued by the United States Department of Commerce.

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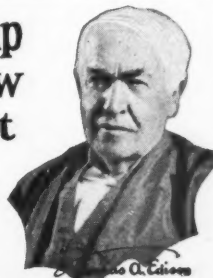
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With offices in the Republic Bank Building, Dallas, California, and Florida interests will spend huge sums in building new amusement, resort and playground City. Engineers, architects, artists and landscapists of National repute to plan this stupendous development.

"BAYSIDE BEACH" is the name of this new city, and is located in Calhoun County, Texas, on the beautiful West beaches of the nationally known Matagorda Bay, overlooking the Gulf of Mexico. Matagorda Bay is famous for its hunting, fishing, and surf bathing, this new city is strategically located, being close to the center of population and surrounded by one of the most fertile agricultural sections in the State, and at present is served by two excellent State



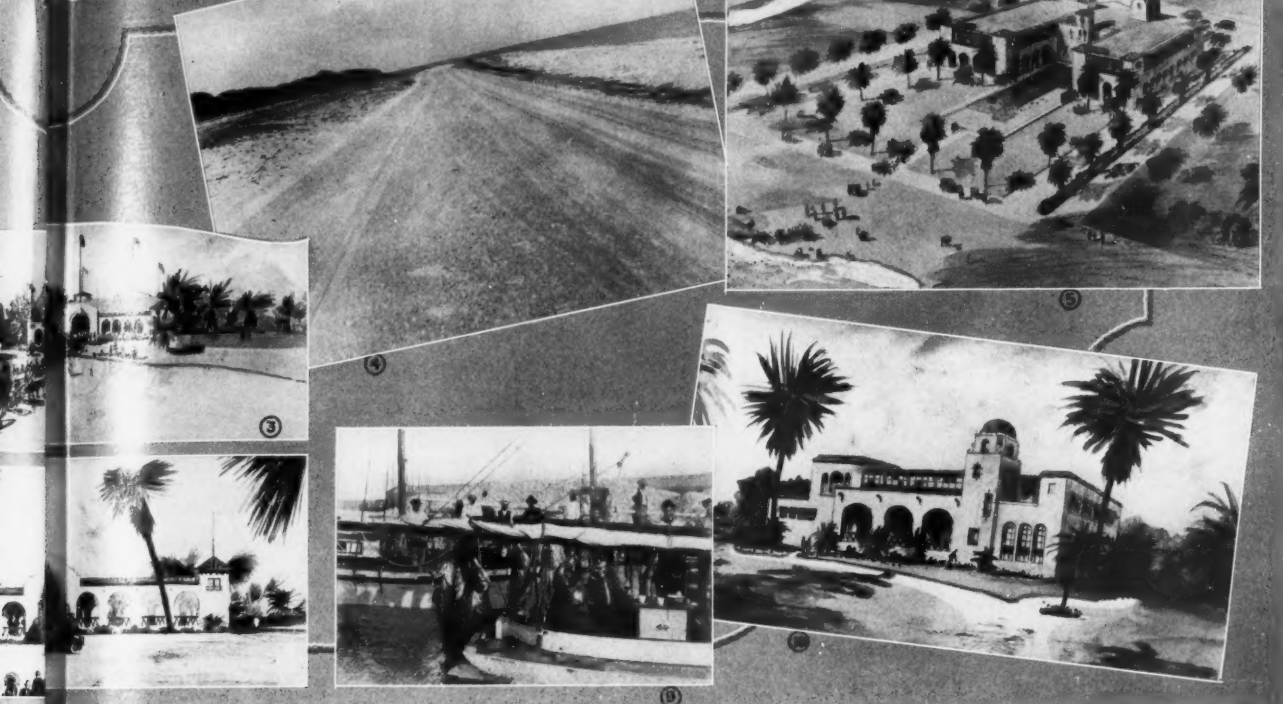
PANORAMA SHOWING WHAT IS SAID TO BE THE MOST BEAUTIFUL BEACH ON TEXAS COA

"EYES OF THE CAMERA SEES", BAYSIDE BEACH. Number 1, the beautiful Spanish Golf Club. Number 2, State Boat with Captain Frank Bauer in charge showing one day's duck and goose hunt. Number 3, rear view of Dance Pavilion, Fishing Pier and Boat Docks. Number 4, three mile drive fronting the entire holdings of the new City and is nature's work; the hand of man has never touched this beautiful drive. Number 5, rear view of Venician Casino showing Roof Garden, Fresh Water Pool, Broad Walk, Yacht

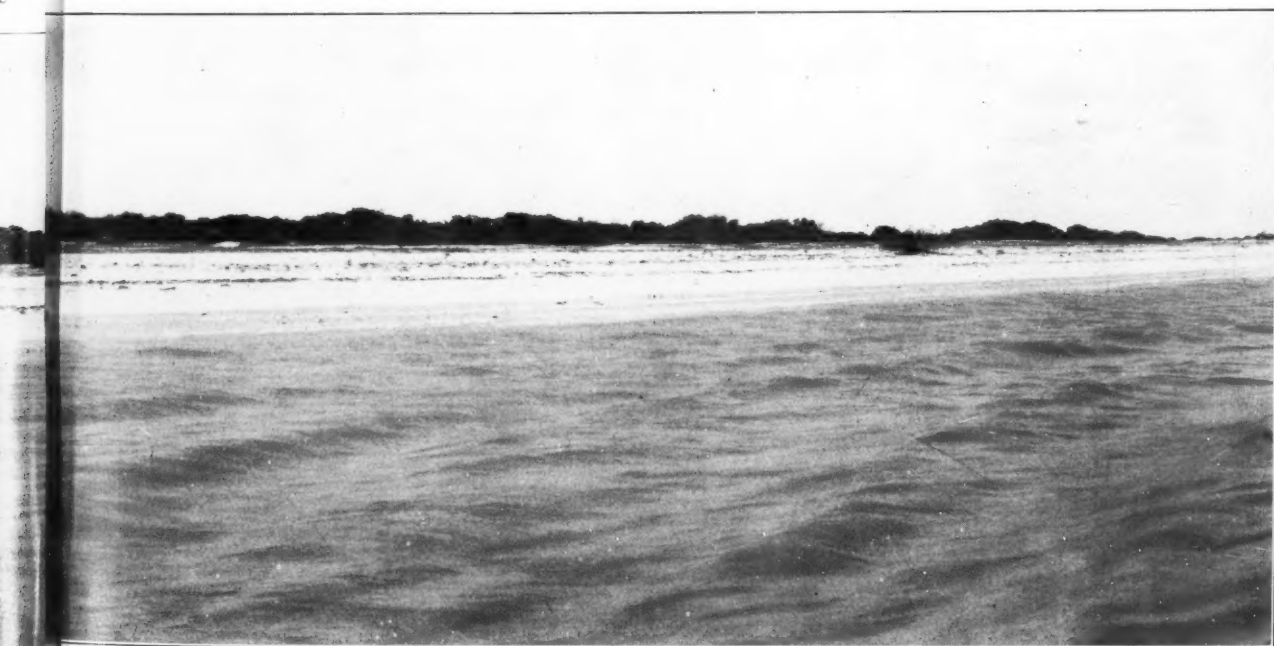
NOTE THE

Bash
Y
from

PLAYGROUND TEXAS

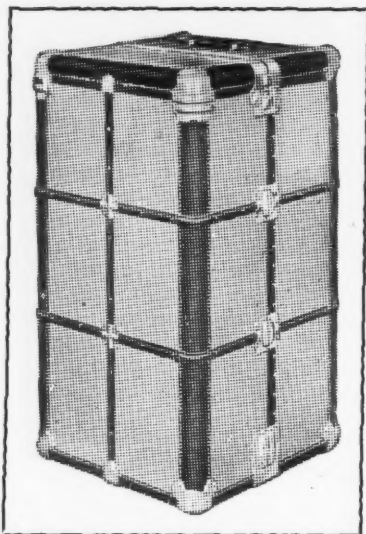


highways. The proposed "Hug the Coast Highway" will either traverse about the center of this new city or very near to its limits, giving unusual highway accessibility, and will be served by the Missouri Pacific and Southern Pacific Railways. The deep sailing depth of the bay gives outlet through Cavillo Pass to the high seas, the Intercoastal Canal gives access to Corpus Christi, Galveston and Houston, without traversing the Gulf waters. These combined advantages lend great possibilities to the new City as a deep ship harbor point. This, together with the amusement and resort features, most certainly bespeaks good judgment on the part of the Developers in the selection of this strategic point to build an amusement, resort, commercial and industrial City. All Texas should be proud of this unparalleled step of progress for our State. At the foot of this page will be found descriptions of the various developments.



NOTE THE HIGH ELEVATION AND PROLIFIC GROWTH OF SHRUBS, FLOWERS AND TREES.

Basin and Bayside Country Club. Number 6, front view of the Spanish designed Venician Casino fronting on Ocean Drive. Number 7, Y. M. C. A. boys from San Antonio bathing on the beaches of the new city. Number 8, a day's catch of Deep Sea Bass, weighing from 150 pounds to 478 pounds. Number 10, front view of the Bayside Country Club, exquisite, beautiful, inviting.



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Interurban Building

Dallas, Texas

Twenty-Sixth Year in Business in Texas

Building the Skyline

(Continued from page 19)

The Officers

THE present officers of the Dallas Federation of Women's Clubs include the following: Mrs. E. L. Bale, president; Mrs. O. L. McKnight, first vice president; Mrs. Albert Mittenthal, second vice president; Mrs. Neal Davidson, third vice president; Miss Hannah Moore Frazer, recording secretary; Mrs. H. B. Robertson, corresponding secretary; Mrs. C. C. Holder, treasurer; Mrs. R. L. Dudney, parliamentarian; Mrs. Mamie Folsom Wynne, auditor; Mrs. C. H. Huvelle, chairman Empty Stocking Crusade; Mrs. Stone J. Robinson, chairman Mamie Folsom Wynne Scholarship Endowment Fund.

The present membership of the Dallas Federation is composed of the following clubs:

Altrurian, Mrs. W. G. Mitchell, 5222 Columbia Avenue, president.

Alumni Assn., Southern School Interior Decoration, Mrs. Ruth Smith McCombs, Dallas Courthouse, president.

Auxiliary American Legion (John W. Low Post), Mrs. E. J. Moses, 616 Cedar Hill, president.

Baker Choral Club, Mrs. Amma Pinkerton Baker, 409 Alcade, president.

Bay View Century, Mrs. B. B. Hemphill, 2912 S. Boulevard, president.

Adelaide Brown Club, Mrs. Marshall Doss, president.

Bryan Hi PTA, Mrs. E. R. Roberts, 4626 Cabell, president.

Business and Professional Women, Miss Kate McKay, 912 Magnolia Bldg., president.

Bide a' Wee, Mrs. Joe Dudley Buckner, 707 Park View, president.

Dallas Woman's Forum, Mrs. Frank Slater, 4915 Swiss Avenue, president.

Davy Crockett PTA, Mrs. Tom W. Moore, president.

Cedar Lawn PTA, Mrs. W. T. Ede, 1605 Corinth, president.

Pearl Chappell Literary, Mrs. C. C. Prestidge, 6035 Oram, president.

Colonial Hill PTA, Mrs. A. W. Bale, 3637 Spence, president.

Council Jewish Juniors, Miss Jannie Wolf, 1209 Bellevue, president.

Council Jewish Women, Mrs. W. T. Anderson, 2424 Park Row, president.

Dallas Art Association, Mr. Rhodes Baker, 2919 Lemmon, president.

Dallas Public Health Nurses Assn., Mrs. Pearl Pate, Baylor Hospital, president.

Dallas Bankers' Wives, Mrs. J. E. Cockrell, 4107 Gaston, president.

Dallas C. I. A. Club, Miss Katherine Laughlin, 3001 Live Oak, president.

Dallas College Club, Mrs. A. V. Cockrell, 4317 Overhill Drive, president.

Dallas Delphian (Lone Star), Mrs. Otto Vittrup, 4311 Travis, president.

Dallas Humane Society, Mr. George Lake, 1719 Pine, president.

Dallas League Women Voters, Mrs. Sarah C. Menezes, 2119 Matilda, president.

Dallas Kindergarten Nursing and Infant Welfare Assn., Mrs. Wallie Felton, 3539 St. John's Drive, president.

Dallas Pen Women, Mrs. W. H. Wright, 3330 Newman, president.

Dallas Shakespeare Club, Mrs. Henry Exall, 4808 Lake Side, president.

Dallas Woman's Ad League, Miss Lois Upshaw, 4901 Bryan, president.

Delta Delta Delta, Mrs. Ward Bell, 3417 Asbury, president.

Disabled Veterans Aux., Mrs. Charles Riley, 2502 Park Row, president.

Dramatic Readers, Mrs. D. P. Wilson, 7042 Clayton, president.

Fannin PTA, Mrs. W. W. Nash, 5624 Richmond, president.

Felicite, Miss Caroline Draper, 4512 St. John's Drive, president.

Fine Arts Study, Mrs. D. G. Simms, 4310 Cedar Springs, president.

Friday Afternoon, Mrs. W. D. Kennedy, 5323 Rowena, president.

Girls' Protective League, Mrs. C. H. Huvelle, 2017 S. Ervay, president.

Girl Scout Council, Mrs. William Bacon, 3625 Beverly Drive, president.

Camp Fire Guardians, Mrs. J. H. Cavender, Jr., 5035 Beckley, president.

Halcyon, Mrs. H. W. Brewster, 3923 Gilbert, president.

Stephen J. Hay PTA, Mrs. N. G. Hardy, 4151 Wycliff, president.

Highland Park Browning, Mrs. W. B. Carroll, 3633 Stratford, president.

History, Mrs. L. L. Warber, 2119 Moser, president.

Hope Cottage Assn., Dr. C. R. Hannah, 2921 Potomac, president.

Housewives' C. of C., Mrs. W. C. Hallonquist, 710 S. Clinton, president.

Housewives' League, Mrs. Edward Lay, 1800 Browder, president.

Junior Sunshine, Miss Geraldine Sharpe, 4206 Hawthorne, president.

Junior League, Mrs. Peter O'Donnell, 5619 Andrews Place, president.

Druggists' Aux., Mrs. J. T. Buckingham, 921 N. Henderson, president.

Typographical Union Aux., Mrs. Earl Harris, 5507 Bryan Parkway, president.

Latimer Dramatic, Mrs. Ray Goodnight, 607 Rosemont, president.

Lipscomb PTA, Mrs. Zack R. Brinkerhoff, Maple Lawn PTA, Mrs. L. H. Hodges, Maple Road, president.

Merry Matrons, Mrs. John M. Fouts, 123 N. Rosemont, president.

Mickwitz Club, Mrs. T. H. Morrow, 1093 S. Rosemont, president.

Minute Girls, Mrs. W. P. Zumwalt, 2806 Reagan, president.

North Dallas Hi PTA, Mrs. Jack Little, 4010 Cedar Springs, president.

Oak Cliff Hi PTA, Mrs. E. P. Turner, 3245 Marsalis, president.

O. C. Fine Arts Society, Mrs. Dwight Horton, 1028 N. Beckley, president.

Osteopathic Women, Dr. Genevieve Laughlin, 2108 Live Oak, president.

Pierian, Mrs. Eugene Bullock, 3600 Oak Lawn, president.

Pierian Juniors, Mrs. Thompson Laird, 1116 W. 7th, president.

Progressive Study, Mrs. J. G. Hilbert, 5123 Richmond, president.

Quaero, Mrs. E. A. Gracey, 318 N. Mont Clair, president.

Roberts PTA, Mrs. E. J. Moffett, 4919 Terry, president.

Research, Mrs. W. L. Logan, president.

Round Table Study, Mrs. L. G. Woodson, 5118 Reiger, president.

Salmagundi, Mrs. Ursula Lauderale, 3401 Princeton, president.

Sanger Current Events, Mrs. C. I. Evans, Sanger Bros., president.

Shakespeare Followers, Mrs. C. C. Seelman, 6001 Hillcrest, president.

Shakespeare Followers Juniors, Miss Roberta Wyne, 3022 S. Blvd., president.

Shakespeare Study, Mrs. Neal Davidson, 4813 Gaston, president.

Schubert Choral, Mrs. J. H. Cavender, Jr., president.

Social Service Workers, Miss Florence Lynes, YWCA, president.

Stratford, Mrs. Tom L. Miller, 3520 Haynie, president.

Sunshine, Mrs. W. P. Bailey, 4928 Live Oak, president.

Texas Bird and Nature Study, Mrs. G. G. Pierson, 4627 Columbia, president.

Texas Graduate Nurses, Miss Nell Phillips, 5700 Rieger, president.

Texas League American Penwomen, Mrs. Ursula Lauderale, president.

Texas Power & Light Women's Committee, Miss Hannah Moore Frazer, 5015 Ross Ave., president.

Trio Club, Miss Flo Warlick, president.

Lawyers' Wives, Mrs. Kenneth Force, 2926 Fairmount, president.

UDC Literary, Mrs. J. C. Muse, 5303 Swiss, president.

University Women, SMU, Mrs. C. C. Seelman, president.

Volunteer Social Service Workers, Miss Aubrey Skielvig, 5025 Junius, president.

Wednesday Morning Choral, Mrs. O. L. McKnight, 721 W. 9th, president.

Wednesday Study, Mrs. E. L. Bradbury, 5842 Velasco, president.

Auxiliary Veterans Foreign Wars, Mrs. J. W. Bailey, Jr., 5007 Melrose, president.

Medical Society Aux., Mrs. O. M. Marchman, 4916 Worth, president.

SMU Mothers' Club, Mrs. A. S. Lewis, president.

No. 3 in a Series of Portraits of Prominent Dallasites



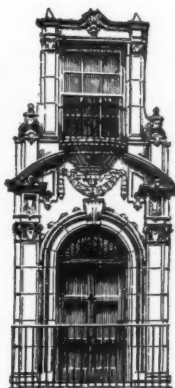
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EFFORTS of Dallas citizens, guided by such prominent leaders as Dr. Bettison, are responsible for the famous Dallas Skyline * * * and to Dr. Bettison credit is given as being foremost in planning the present Medical Arts Building. Like men outstanding in their professions, we are eminent as "professional artists by photography".

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It is good advertising, plus an unusual degree of reader interest. It sells merchandise and builds good will.

It has so many features as to warrant an interview. We're known throughout the United States as house magazine specialists, and will be glad to enter into a full discussion of the matter with you.



The Man Whose Time Is Worth Money

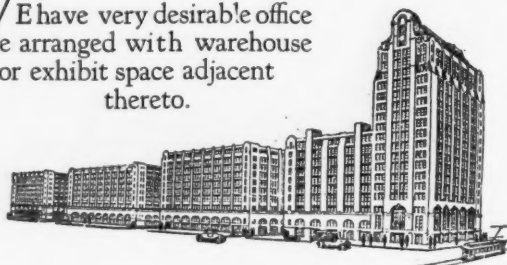
It is the man whose time is worth money, also the man who wants to make his time earn him every possible dollar, that knows the value of a favorable contact with a strong bank. This contact, made when young, grows into a most carefully guarded asset later in life.

American Exchange National Bank

Capital, Surplus and Profits

Over \$9,000,000

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



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Our facilities unequaled in the South

Dallas Transfer and Terminal Warehouse Co.

SECOND UNIT, SANTA FE BUILDING

DALLAS, TEXAS

Peace-Time Patriots

(Continued from page 9)

Mrs. A. V. Lane, active in various patriotic societies, succeeded Mrs. Wynne as president. At that time, the question of including other important patriotic days in the calendar of activities was taken up, and through an indirect sponsorship, the Patriotic Association took part in many such observances. Each club was asked to make a club observance of Armistice Day at a stated or special meeting. This resulted in a number of significant and interesting programs under such auspices.

Mrs. M. N. Chrestman, the present executive of the Association, has continued the work along the lines indicated. Stress is laid particularly on the two days included in the outlined purpose of the organization, but the Patriotic Association co-operates with its affiliated clubs in the observance of Texas Independence Day, San Jacinto Day, George Washington's Birthday, and other historic occasions.

Broad Purposes

UNLIKE the limited membership of other Dallas clubs, the Patriotic Association operates along the broadest lines, admitting to its membership any club of women expressing an interest in and sympathy for its aims. Serving as an auxiliary and aid to various men's organizations sponsoring patriotic affairs, it nevertheless confines its membership to women at present.

Following the appearance in Dallas of Sergeant York, the Patriotic Association appropriated a sum of money as a contribution to his work of building an industrial school in the mountains of Tennessee.

The present officers are: Mrs. M. N. Chrestman, president; Mrs. Cora E. Behrends, vice president; Mrs. Josephine Collins, recording secretary; Mrs. M. K. Bekkelund, corresponding secretary; Mrs. M. C. Parnell, treasurer (now serving a third term); Mrs. Mamie Folsom Wynne, historian; Mrs. Ida Koch Lane, publicity chairman and files.

The affiliated organizations include the following:

- American Legion Auxiliary, John W. Low Post
- Auxiliary to Veterans of Foreign Wars
- Dallas Bankers' Wives
- Dallas Business and Professional Women's Club
- Catholic Woman's League
- Dallas Federation of Women's Clubs
- Colonial Dames
- Dallas Council of Mothers and Parent-Teacher Associations
- Dallas Council of Jewish Women
- Daughters of American Revolution
- Dallas Founders and Patriots
- Democratic Women of Dallas County
- Dallas League of Women Voters
- Republican Women's Council
- Dallas Southern Memorial Association
- Daughters of Confederacy, Chapter Six
- Bonnie Blue Flag Chapter, U. D. C.
- U. S. Daughters 1812
- Dallas Woman's Forum
- Woman's Christian Temperance Union

Go easy on the flivver! When entering a curve be prepared for the driver who either wants to squeeze through or does not know that your car is going to turn.

Horseplay often results in injury.

Putting Music in Dallas Hearts

DALLAS boasts one of the largest and most progressive Federation of Music Clubs, not only in Texas, but the entire Southwest. The organization grew out of a called mass meeting sponsored by the Wednesday Morning Choral Club more than five years ago, with about a dozen local musical organizations represented.

Singing clubs have been an important factor in the musical history of Dallas for many years. Hans Kreissig, Will A. Watkins, Clarence Ashenden (deceased), Clarence Magee and Mrs. Jules D. Roberts were among the representative musicians who organized and directed splendid choral societies in the past.

The Schubert Choral Club has the prestige of being the oldest woman's choral society in Dallas. Close behind follows the Wednesday Morning Choral Club; each of these clubs have large memberships, and have contributed generously to civic, welfare and artistic programs which tend to enhance the reputation of Dallas as a musical center.

Mrs. O. L. McKnight was the first president of the Dallas Federation of Music Clubs, serving for two years; she was, and still is, president of the Wednesday Morning Choral Club, and is first vice president of the Dallas Federation of Women's Clubs, also State chairman of program for the Texas Federation of Music Clubs.

Mrs. Charles D. Browder, then president of the Cecilian Club, was elected to the presidency, but, upon her removal from Dallas, was succeeded by Mrs. Earle D. Behrends, member of the Mozart Choral Club and soloist for Grace Methodist choir, as well as active in various patriotic organizations. Mrs. Behrends is now president of the Federation, completing a second term.

Two important musical events, Music Day, observed the last Saturday in September, and National Music Week, observed the first week in May, receive the hearty support of the federated music clubs. In this connection it is interesting to note that the first Music Day ever observed in any city in the world under that caption originated in the mind of a Dallas woman, Mrs. A. L. Harper, a member of the Dallas Music Teachers' Association, the Schubert Choral Club, and a well-known local soloist. The example of Dallas has been widely copied in other cities.

Co-operating with the Dallas Music Merchants' Association and the Dallas Music Teachers' Association, the Dallas Federation of Music Clubs has taken an active part in arranging the details of Music Week for a number of years. It has also acted as hostess for two conventions of the Texas

Federation of Music Clubs, and has assisted in entertaining many other conventions.

Meetings of the Music Federation occur monthly. At that time, reports of club activities are presented, and the work of special Federation committees reviewed. A feature of its work is the carrying of musical instruction to the underprivileged, in settlement music schools. These have been taught by skilled instructors for several years; programs are also prepared and given in the remote sections of Dallas; encouragement is given to the higher forms of music as heard in local radio stations; the music in moving picture shows is a source of interest to the membership, with praise for those corporations featuring good music as opposed to jazz.

The Dallas Federation of Music Clubs has been brought in line with both the State and National organizations in the creating of music departments. Distinguished musical educators have appeared before the body, as well as artists visiting Dallas for a time. The present officers include: Mrs. Earle D. Behrends, president; Mrs. J. J. Lowery, first vice president; Mrs. O. L. McKnight, second vice president; Mrs. T. H. Morrow, third vice president; Mrs. J. H. Cavender, Jr., recording secretary; Miss Delia Selway, corresponding secretary; Mrs. Walter Crow, treasurer; Mrs. James L. Price, parliamentarian; Miss Flo Warlick, auditor; Mrs. Rosser Thomas, press correspondent.

The member clubs and choir organizations include the following:

Cecilian Club
Cecilian Singers
Christ Church Episcopal Choir
Dallas Music Teachers' Association
Dallas Dunning Teachers' Association
Frank Renard Club
Grace Church Choir
Hubbell Club
Mickwitz Club
Mozart Choral Club
Music Department Woman's Forum
Mable Williams Confederate Choir
Reuben Davies Club
Schubert Choral Club

Schubert Study Class
Sudie Williams Choral Club
Texas Chapter American Guild of Organists
Trio Club
Treble Clef Club

Wednesday Morning Choral Club
John M. Williams Club

The Music Federation has recently sponsored the forming of a federation of Junior and Juvenile clubs, with Mrs. J. J. Lowery as chairman. The following clubs, made up of young students and artists compose the roster:

Schubert Juniors
Mickwitz Juniors
Cecilian Juniors
Reuben Davies Juniors
Sewell Junior Dunning Club
Reuben Davies Juvenile Club
College Music and Arts Junior Club
Charis Dunning Junior Club
Burk Music Study Junior Club
Schubert Juveniles.

The Southwest Offers—

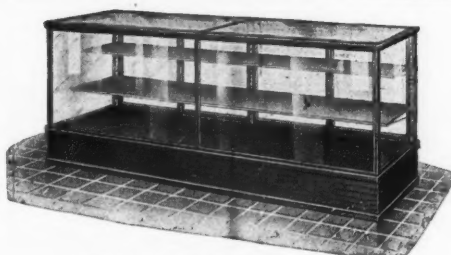
DO you hunger for neighbors who would step out of their way to help you, unselfish folks who can be friends for the sake of friendship? Are you looking for a community where God is worshipped in churches that express the loving gratitude of a people thankful for the prosperity that has come to them? Would you like to live among parents who are willing to sacrifice much to provide good schools for their children, who covet privileges for their sons and daughters more than the accumulation of material things? Do you seek a mild climate where nature kisses the pallid cheek of illness and impresses there the glow of ruddy health?

All these the Southwest offers.

—From the Orient Magazine.

A man stood at the elevator and seemed to be in a great hurry. Two cars passed and finally the third car passed the floor and then turned back to allow the waiting passenger to enter. The negro operator opened the door and said, "Did you ring, sir?"

The impatient one replied, "No, George, I have been tolling. I thought you were dead."



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DALLAS, TEXAS

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7-1063

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E. S. Heyser, Vice President
H. L. Johnson, Sec'y-Treas.
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Dallas, Texas
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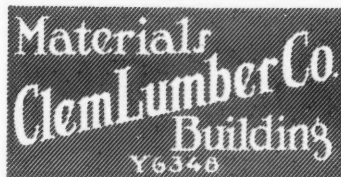
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Advertising Manager
2-5425

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1015 Main St.



S. L. Ewing
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TYPEWRITERS

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TYPEWRITER &
SUPPLY CO.

Standard and Portable
Typewriters
1519 Commerce St.



New Stock Insurance Company



PRICE CROSS

Price Cross, Thomas B. Love and Ben Haughton were recently elected president, vice president and secretary-treasurer, respectively, of the International Travelers Assurance Company, with home office at Dallas.

This new organization is the first stock company to be incorporated in Texas making the writing of health and accident insurance a specialty. It is an outgrowth of the mutual association, The International Travelers Association, which was organized, with Mr. Cross as president, in July, 1903. The new assurance company begins business with a paid-up capital of \$100,000 added to the assets of the old association, having cash and approved securities in bank amounting to \$225,877.10, and has underwritten all the policies and assumes all the liabilities of the International Travelers Association.

Directors of the new stock company, in addition to the officers, are T. L. Monagan, Fred McJunkin and J. F. Parker.



BEN HAUGHTON

Camera Contest Announced

PRIZES of \$25, \$10 and \$5 for photographs of Dallas taken by amateur photographers will be awarded by "Dallas". All amateurs have been invited to submit specimens of their handiwork.

The contest will close April 30, and the judges will choose as prize winners the pictures most representative of Dallas.

The following are the rules of the contest:

1. Any size photograph may be entered.
2. Hand-colored photographs will not be considered.
3. All photographs submitted to become the property of the Chamber of Commerce.



A Beauty Spot in Dallas

4. Basis for judging will be the most representative of Dallas today, from the standpoint of the photographer (scene may be of the business district, industrial view or park scene).

5. Name, address and location of the photograph must be written on the back of the photograph.

6. Professional photographers and members of the Chamber of Commerce staff may not enter the contest.

7. It is not necessary that the photographer finish his or her picture. The only stipulation is that the contestant make the exposure. Developing and printing may be done by any local person or concern.

8. All photographs must deal with Dallas subjects.

9. Judges will be C. J. Kaho of The Dallas Journal, G. A. McAfee of The Dallas News and Bill Langley for The Daily Times-Herald.

10. The contest will open April 1 and close April 30, 1927.

Safety Sam Says: A man is known by his deeds, but if they are careless he will not be known long.

The man who puts safety last, usually goes to the hospital first.

Watching the scenery instead of the street causes accidents.



The Excellence of Hand Tailored Clothes

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ITA

INTERNATIONAL TRAVELERS ASSURANCE COMPANY
Price Cross, Thomas B. Love, Ben Haughton,
Pres. Vice Pres. Sec'y.

AMERICAN ELEVATORS
SOLD BY **J. PEYTON HUNTER** 300-301 INSURANCE BUILDING : DALLAS
BUILT BY AMERICAN ELEVATOR & MACHINE CO., LOUISVILLE, KY.

Uplifting the "Ad" Business

IN 1917 when the United States entered the World War and women all over the world were learning the necessity of fitting themselves to enter the various fields of business, the Dallas Woman's Advertising League was organized.

During the first several years of its existence, the meetings were devoted almost entirely to the study of advertising, the members preparing themselves to fill the vacancies created in the advertising field by the men who had gone to war.



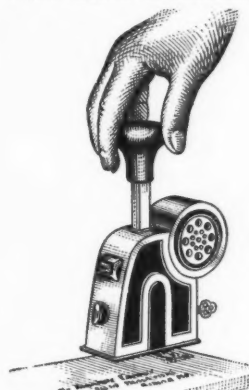
MISS LOIS UPSHAW

Mrs. Betty Glover, now deceased, was the first president of the league, and Miss Florence Porter is the only charter member of the organization who now resides in Dallas. The club has met regularly since its organization for study and social purposes, the meetings being in the form of noon luncheons.

"Perhaps the main accomplishments of the Woman's Advertising League have been those of the individual members," said Miss Upshaw, who is now president of the league. "Each member in her own sphere has left the impress of a woman's point of view in Dallas advertising. This shows itself first in the selling of merchandise that depends on fashion and good taste. The general influence of women in the advertising world has brought about a certain naturalness of expression in the atmosphere and appearance of advertising," she declared.

In February of 1926 the club entertained members of the men's advertising league with an exhibit of advertising created entirely by women. "It was a revelation to the women, as well as to the men, to see how much of the planning, art, layout and copy work was done by the women. The first exhibit has inspired the two leagues to hold each spring a large joint "art-in-advertising" exhibit, with more than a thousand entries annually.

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Toilet Paper, Gummed Tape, Shirt Boards

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Now showing latest designs of durable and beautiful materials. Made especially for and suited to the architecture of your building.

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8-4114



Fire
Plate Glass
and
Automobile
Insurance
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Lower Cost

SECURITY
AVING
SERVICE

A stock company
sharing profits
with
policyholders.

**Employers
Casualty
Company**

Interurban Building
DALLAS

LOUIS LIPSITZ

Merchant, Financier, Philanthropist
Citizen of Dallas and the World



A few days ago Louis Lipsitz heard the call of his Maker and answered it. The newspapers of Dallas carried the shocking news of the tragedy but they were not alone. So prominent was the position he had builded for himself in the nation that wherever the wires of the "A.P." and the "U.P." touched, the passing of this great citizen was recorded.

Dallas is not alone in its loss. Such clear-thinking, fair-dealing and far-seeing men as Louis Lipsitz have given to America its present position in the affairs of the world today.

Others know him principally for his accomplishments in the field of commerce and finance. We, who knew him better, knew him first for his kindness, his fairness and his greatness of heart.

The true extent of his generosity and his attempts to improve the lot of his fellow man will never be known. Here and there, by accident, incidents have become known that proved him to be that type of man who had ample time, in the press of business, to pause for a moment to lend a helping hand to a brother in distress.

Speaking across the flower covered bier, Dr. David Lefkowitz left this thought with the friends who gathered to pay their last homage:

"Louis Lipsitz is dead, but he lives forever among us in the inspiration that his life has given to those he left behind."



A Short Cut--- To Long Distance •• on Station-to-Station Calls

WHEN the local operator asks "Number, please?" give her the name of the distant town or city and the number of the desired telephone. She will see that the connection is made as quickly as possible -- You can make a station-to-station call to any point in the nation in this manner, provided you know the telephone number.

Person-to-person calls and all calls on which you do not give the distant telephone number must be given to the Long Distance operator in the usual way.

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